

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

### **Listing of Claims:**

1. (Currently Amended) A method for selecting and viewing marketing and selling sponsorship of a directory listing over a computer network within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:
  - receiving a search request from a user;
  - presenting a plurality of directory listings to the user based on the search request criteria wherein each of the listings has an associated sponsor;
  - receiving a user's selection of one of the directory listings; and
  - displaying the selected directory listing selected by the user concurrently with the associated sponsor's as a sponsoree listing and a designated active and browseable pre-existing defined HTML sponsor web page of a sponsor having a plurality of embedded hypertext links wherein the sponsor web page is displayed on the same page as the sponsoree listing in response to a user selection of one of the listings, wherein no further browsing is required to see a the content of the sponsor web page; and
  - enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.
2. (Currently Amended) The method of claim 1, wherein said presenting step comprises displaying the plurality of ~~results~~ directory listings on a single web page, with no sponsor web page and wherein, said displaying step comprises, ~~when a user selects a single result from the plurality of results, subsequently displaying the selected result with the sponsor web page.~~
3. Canceled

4. (Currently Amended) The method of claim 1 ~~2~~, ~~wherein the listings displayed in said presenting step do not include a telephone number~~ further comprising providing a listee of the directory listing with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replaces the sponsor's web page.
5. (Previously Presented) The method of claim 4, wherein, in said displaying step, the sponsoree listing is displayed with a call now button that automatically provides telephone communications between the user and a selected listee through an internet connection when the call now button is selected by the user.
6. (Previously Presented) The method of claim 5, wherein a call using the call now button is free to the user.
7. (Previously Presented) The method of claim 6, wherein the call may be charged to one of the following: the selected listee, the sponsor of the selected listee, or another sponsor.
8. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the user prior to connecting the user with the selected listee.
9. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the listee prior to connecting the user with the selected listee.
10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
11. (Previously Presented) The method of claim 10, further comprising tracking the user for data mining purposes.
- 12-30. (Canceled)

31. (Previously Presented) The method of claim 1, wherein sponsor information may be navigated by the user.
32. (Currently Amended) A method for selecting and viewing marketing and selling sponsorship of a directory listing over a computer network within a system that displays directory listings in response to search criteria submitted by a user, the method comprising:  
receiving a search request from a user;  
presenting a listing to the user based on the search request criteria; and  
transmitting listee information, ~~sponsor information,~~ and HTML framing URL information ~~to the user for use in generating of a sponsor for displaying a browseable pre-existing defined HTML web page display having a plurality of embedded hypertext links, in response to a user selection of the listing concurrently with the listing.~~
33. (Previously Presented) The method of claim 32, wherein the listee information includes contact information related to the listee.
34. (Previously Presented) The method of claim 32, wherein the sponsor information includes a Universal Resource Indicator (URI).
35. (Currently Amended) The method of claim 32, ~~wherein the sponsor information includes a web page~~ further comprising providing a listee of the directory listing with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replaces the sponsor's web page.
36. (Previously Presented) The method of claim 32, wherein the sponsor information includes multi-media objects.
37. (Previously Presented) The method of claim 32, wherein the framing information frames the listee information in a web page and the sponsor information in an HTML frame.

38. (Previously Presented) The method of claim 37, wherein sponsor information may be navigated by the user.
39. (Currently Amended) The method ~~for marketing and selling sponsorship of a directory listing~~ of claim 38, further comprising:  
determining if a backer paying a higher impression price to sponsor the listee information wishes to sponsor the directory listing; and  
bumping the sponsor from sponsorship of the directory listing in favor of the backer paying a higher impression price.
40. (Previously Presented) The method of claim 32, further comprising:  
communicating accounting logic to bill the sponsor based upon impression criteria.
41. (Previously Presented) The method of claim 40, wherein the impression criteria includes the number of times the sponsor information is displayed.
42. (Previously Presented) The method of claim 40, wherein the impression criteria includes a billing period of time.
43. (Previously Presented) The method of claim 40, wherein the accounting logic provides a basis for which incentives are provided to the user.
44. (Previously Presented) The method of claim 32, further comprising transmitting call connection logic to the user to display a call connection option with which a potential sponsor may communicate with the system.
45. (Currently Amended) The method of claim 32, further comprising:  
~~a sponsor~~ searching the directory listings to determine a category of listee available for sponsorship.

46. (Previously Presented) The method of claim 45, wherein the category of listee available for sponsorship includes at least one of zip code, city, user data, demographic, keyword, Standard Industrial Classification (SIC), or individual directory listing.
47. (Previously Presented) The method of claim 46, further comprising:  
providing a price quote to the sponsor of the category of listee available for sponsorship.
48. (Previously Presented) The method of claim 47, wherein the price quote is based upon the number of times the sponsor information is displayed.
49. (Previously Presented) The method of claim 47, wherein the price quote is based upon a billing period of time.
50. (Previously Presented) The method of claim 47, further comprising the sponsor entering an auction with other bidders if the sponsor declines the price quote.
- 51-70. (Cancelled)
71. (Currently Amended) A system for selecting and viewing marketing and selling sponsorship of a directory listing over a computer network that displays directory listings in response to search criteria submitted by a user, the system comprising:  
means for receiving a search request from a user;  
means for presenting a plurality of directory listings to the user based on the search request criteria wherein each of the directory listings has an associated sponsor;  
means for receiving a user's selection of one of the directory listings;  
means for displaying the directory listing selected by the user concurrently with the first associated sponsor's ,in response to a user selection of one of the listings, the selected listing as a sponsoree listing and a designated active and browseable pre-existing defined HTML web page, wherein of a sponsor having a plurality of embedded hypertext links wherein the sponsor web page is displayed on the same page as the sponsoree listing and no further browsing is required to see a the content of the sponsor's web page; and

means for ~~enabling the sponsoree providing a listee of associated with the sponsoree directory listing to with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replace the sponsor's web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.~~

72. (Currently Amended) A data storage medium with computer-executable instructions for ~~selecting and viewing marketing and selling sponsorship of a directory listing over a computer network within a system that displays directory listings in response to search criteria submitted by a user~~ comprising:

instructions for receiving a search request from a user;

instructions for presenting a plurality of directory listings to the user based on the search request criteria wherein each of the directory listings has an associated sponsor;

instructions for receiving a user's selection of one of the directory listings;

~~instructions for, in response to a user selection of one of the listings, displaying the selected directory listing as a sponsoree listing and a designated selected by the user concurrently with the associated sponsor's active and browseable sponsor pre-existing defined HTML web page of a sponsor having a plurality of embedded hypertext links wherein the sponsor web page is displayed on the same page as the sponsoree listing and no further browsing is required to see a content of the sponsor's web page; and~~

instructions for enabling the sponsoree providing a listee of the directory listing with the exclusive right to select a web that is independently and concurrently displayed with the directory listing and associated with the sponsoree listing to replaces the sponsor associated sponsor's web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

73. (Currently Amended) A system for ~~selecting and viewing marketing and selling sponsorship of a directory listing that displays directory listings in response to search criteria submitted by a user, the system~~ comprising:

means for receiving a search request from a user;

means for presenting a listing to the user based on the search request criteria wherein each of the directory listings has an associated sponsor;

means for receiving a user's selection of one of the directory listings; and  
~~means for, in response to a user selection of the listing, transmitting listee~~  
~~information, sponsor information, and HTML framing information to the user for use in~~  
generating a displaying the directory listing selected by the user concurrently with the  
associated sponsor's active and browseable pre-existing defined HTML web page having  
~~a plurality of embedded hypertext links.~~

74. (Currently Amended) A data storage medium with computer-executable instructions for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to the search request criteria submitted by a the user comprising:

instructions for presenting a listing to the user based on the search criteria;  
instructions for receiving a selection of the listing from the user; and  
instructions for, ~~in response to a user selection of the listing,~~ transmitting listee information, sponsor information, and HTML framing information to the user for use in generating the associated sponsor's active and browseable pre-existing defined HTML web page ~~display having a plurality of embedded hypertext links.~~

75 - 78. (Cancelled)

79. (Currently Amended) A method for displaying marketing and selling sponsorship of a directory listing over a computer network ~~within a system that displays directory listings~~ ~~in response to search criteria submitted by a user,~~ the method comprising:

receiving a search request from a user;  
presenting a plurality of directory listings to the user based on the search request ~~criteria~~ wherein each of the listings has an associated sponsor; and  
displaying the ~~selected~~ directory listing selected by the user concurrently with the ~~associated sponsor's as a sponsoree listing and a designated~~ active and browseable pre-existing defined HTML web page ~~of a sponsor having a plurality of embedded links~~ ~~wherein the sponsor web page is displayed on the same page as the sponsoree listing in~~ ~~response to a user selection of one of the listings;~~  
wherein no further browsing is required to see a content of the sponsor web page.

80. (Currently Amended) The method of claim 79, further comprising the step of enabling the ~~sponsoree~~ listee associated with the sponsoree listing to replace the sponsor's web page with any other web page selected by the listee ~~sponsoree upon payment of consideration by the sponsoree.~~
81. (Currently Amended) The method of claim 79 wherein said presenting step comprises displaying a the plurality of results on a single page, with no sponsor web page and wherein, said displaying step comprises ,when a user selects a single result from the plurality of results, subsequently displaying the selected result with the sponsor's web page.
82. (Currently Amended) The method of claim 79 ~~81, wherein the listings displayed in said presenting step do not include a telephone number~~ further comprising providing a listee of the directory listing with the exclusive right to select a listee web page that is independently and concurrently displayed with the directory listing and replaces the sponsor's web page.
83. (Currently Amended) The method of claim 82, wherein, in said displaying step, the ~~sponsoree~~ listing is displayed with a call now button that automatically provides telephone communications between the user and a selected listee through an internet connection when the call now button is selected by the user.
84. (Previously Presented) The method of claim 83, wherein a call using the call now button is free to the user.
85. (Currently Amended) The method of claim 84, wherein the call may be charged to one of the following: the ~~selected~~ listee, the sponsor of the ~~selected~~ directory listingee, or another sponsor.
86. (Currently Amended) The method of claim ~~83(5)~~, further comprising:



playing an advertisement to the user prior to connecting the user with the selected listee.

87. (Currently Amended) The method of claim 83, further comprising playing an advertisement to the ~~listee~~ user prior to connecting the user with the selected listee.
88. (Previously Presented) The method of claim 79, further comprising displaying a licensee's data if the user connected to the directory from a licensee.
89. (Previously Presented) The method of claim 88, further comprising tracking the user for data mining purposes.
90. (Previously Presented) The method of claim 79, wherein sponsor information may be navigated by the user.